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Fore Golf Enterprises, Inc.

8622 S. Mozart
Chicago, IL 60652
(312) 925-6700

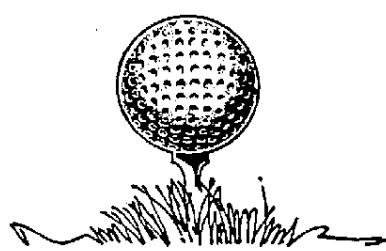
April 29, 1992

Ms. Ellen Merlo, V.P. Marketing
PHILLIP MORRIS COMPANY, INC.
120 Park Avenue
New York, NY 10017

Dear Ms. Merlo:

The purpose of this letter and the enclosed information is to introduce your company to a new advertising medium. A review of the Golf Clean Inc. Media Kit explains how this unique form of advertising promotes the exposure and sales of consumer products on golf carts at golf courses nationally.

Golf Clean now has more than 350 golf courses in 22 states using their ball/club cleaners, each having an average of 50 or more carts. Golf Clean projects that this number will be increased, this year, to over 4,000 which is about 30% of 13,800 golf courses in the U.S. These courses and their carts are available to accept ads from a major national advertiser such as your company. Moreover, if so desired, Golf Clean can provide to an interested advertiser, golf courses located in selected geographical areas or locations to suit targeted markets.



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